

What is claimed is:

1. An oral care dentifrice composition comprising:

- a. from about 30% to about 65%, by weight of the composition, of a water insoluble, particulate retentive agent having a water solubility of less than about 1g/30g at 25°C;
- b. a safe and effective amount of an oral care active;
- c. a safe and effective amount of a surfactant;
- d. a safe and effective amount of a buffer;

wherein the composition is a chewable dentifrice solid unit dosage form, is non-effervescent, non-cariogenic; and wherein the composition has a Retention Index of from about 1 to about 4.

2. The composition of claim 1 wherein the retentive agent has a water solubility of less than about 1g/100g at 25°C.
3. The composition of claim 1 wherein the Retention Index is from about 2 to about 4.
4. The composition of claim 2 wherein from about 0.5% to about 20% by weight of the initial composition deposits in some of the tooth surfaces after chewing by the subject.
5. The composition of claim 1 wherein the retentive agent is at a level of from about 30% to about 60%, by weight of the composition.
6. The composition of claim 5 wherein the retentive agent is selected from the group consisting of calcium carbonate, mica, titanated mica, magnesium carbonate, talc (magnesium silicate), magnesium aluminum silicate, kaolin (aluminum silicate), titanium dioxide, zinc oxide, polyethylene powder, polystyrene powder, bismuth oxychloride, and mixtures thereof.
7. The composition of claim 6 wherein retentive agent is selected from the group consisting of calcium carbonate, magnesium carbonate, talc (magnesium silicate), magnesium aluminum silicate, and mixtures thereof.

8. The composition of claim 1 wherein the oral care active agent is selected from the group consisting of anticalculus agent, fluoride ion source, antimicrobial agents, dentinal desensitizing agents, anesthetic agents, antifungal agents, anti-inflammatory agents, selective H-2 antagonists, anticaries agents, remineralization agents, whitening agents, antierosion agents, vitamins, minerals, and mixtures thereof..
9. The composition of claim 8 wherein the active agent is a fluoride ion source providing from about 200 ppm to about 300 ppm of fluoride ion.
10. The composition of claim 1 wherein the solid unit dosage form is a compressed tablet.
11. The composition of claim 1 wherein the buffer is selected from the group consisting of water soluble buffers, sodium bicarbonate, sodium carbonate, phosphate buffers, amino acid buffers, alanine, glycine, trisodium phosphate, disodium phosphate, disodium hydrogen phosphate, sodium dihydrogen phosphate, tris(hydroxymethyl) aminomethane, tetrasodium pyrophosphate, disodium pyrophosphate; tetrapotassium pyrophosphate, salts of tripolyphosphate, and mixtures thereof.
12. An oral care kit comprising:
  - a. an oral care dentifrice composition for topical, oral administration in a human or other animal comprising:
    1. from about 30% to about 65%, by weight of the composition, of a water insoluble, particulate retentive agent having a water solubility of less than about 1g/30g at 25°C; and
    2. a safe and effective amount of an oral care active;
    3. a safe and effective amount of surfactant;
    4. a safe and effective amount of buffer;
  - b. instructions for use to chew the composition and thereafter brush the teeth; and
  - c. a container;wherein the composition is a chewable dentifrice solid unit dosage form, is non-effervescent, and non-cariogenic.
13. A method of buffering the oral cavity saliva or environment on or at the tooth surfaces of a subject in need thereof, to a pH from about 7 to about 12, for at least about 2 minutes,

by administering topically to the oral cavity, an oral care composition, the composition comprising:

- a. from about 30% to about 65%, by weight of the composition, of a water insoluble, particulate retentive agent having a water solubility of less than about 1g/30g at 25°C;
- b. a safe and effective amount of an oral care active;
- c. a safe and effective amount of a surfactant;
- d. a safe and effective amount of a buffer;

wherein the composition is a chewable dentifrice solid unit dosage form, non-effervescent, non-cariogenic and wherein the composition has a Retention Index of from about 1 to about 4.

14. A method of providing sustained delivery of an oral care active, in the oral cavity of a subject in need thereof, for treatment or prevention of an oral condition alone or for promoting whole body health, by administering topically, an oral care dentifrice composition. comprising:
  - a. from about 30% to about 65%, by weight of the composition, of a water insoluble, particulate retentive agent having a water solubility of less than about 1g/30g at 25°C;
  - b. a safe and effective amount of an oral care active;
  - c. a safe and effective amount of a surfactant;
  - d. a safe and effective amount of an oral care carrier selected from the group consisting of a flavor sensate, buffer or mixtures thereof;wherein the composition is a chewable solid unit dosage form, non-effervescent, and non-cariogenic.
15. The method of claim 13 wherein the retentive agent has a water solubility of less than about 1g/100g at 25°C.
16. A method of providing sustained delivery of a flavor, sensate or buffer, in the oral cavity of a subject in need thereof, by administering topically, an oral care dentifrice composition comprising:

- a. from about 30% to about 65%, by weight of the composition, of a water insoluble, particulate retentive agent having a water solubility of less than about 1g/30g at 25°C.
- b. a safe and effective amount of an oral care active;
- c. a safe and effective amount of a surfactant;
- d. a safe and effective amount of an oral care carrier selected from the group consisting of a flavor, sensate, buffer, and mixtures thereof;

wherein the composition is a chewable solid unit dosage form, non-effervescent, and non cariogenic.

17. The method of claim 16 wherein the retentive agent has a water solubility of less than about 1g/100g at 25°C.